

Fred. Olsen Cruise Lines launches new 'Turn of Year' sales campaign – save up to 30% and benefit from 'Fred.'s Enjoyment Promise'

27th November 2014

As part of its new 'Turn of Year' sales campaign, award-winning Fred. Olsen Cruise Lines has launched a **'The more you book, the more you save'*** cruise sale, running from 1st December 2014 until 2nd March 2015, which is valid on cruises of five nights' duration or more – the scheme will also offer an attractive discount to customers who only wish to make a single cruise purchase. In addition, Fred. Olsen is offering its innovative **'Enjoyment Promise'*** to new guests on all applicable bookings made throughout the sale.

Fred. Olsen's new 'Turn of Year' sales campaign has been designed to target single cruise bookings, multiple cruise purchases and newcomer bookings. To support this campaign, Fred. Olsen will be launching a new 60-page 'All-Inclusive Holidays' brochure, aimed at 'new to cruise' customers, and will feature fares inclusive of Fred. Olsen's 'all-inclusive' drinks package and use 'non-cruise' terminology.

'The more you book, the more you save' cruise sale encourages guests to make multiple purchases in the same transaction and take advantage of significant savings, as follows:

- Buy one cruise and **save 10%**
- Buy two cruises and **save 20% off the most expensive and 10% off the least expensive**
- Buy three or more cruises and **save 30% off the most expensive, 20% off the middle price, and 10% off the least expensive**

Fred. Olsen customers who have already booked a cruise in 2015/16 will receive 20% off, if they book a second cruise, and 30% off, if they book a third cruise*. Members of Fred. Olsen's *Oceans* loyalty club will receive an additional 5% off the cost of cruises during the sale, when booked in advance*.

Nathan Philpot, Sales and Marketing Director for Fred. Olsen Cruise Lines, said:

"Research has found that a quarter of the UK cruise market takes two or more cruises each year. With Fred. Olsen's new 'Turn of Year' sales campaign, we hope that our guests will take advantage of our great-value 'The more you buy, the more you save!' offer, which, unlike similar deals on the high street – where the most expensive item would receive the least discount – is structured to give our guests maximum savings.

"We are also offering our unique 'Fred. Enjoyment Promise' on all applicable bookings made during the sale. This now forms a key part of our brand, and is our guarantee of quality to our guests...we are delighted that, to date, no one has chosen to take us up on it!"

Fred. Olsen is offering its 'Enjoyment Promise'* to new guests on all applicable bookings made through the 'The more you book, the more you save' cruise sale. 'Fred.'s Enjoyment Promise' was launched in December 2013 and is the biggest initiative of its kind ever to take



place in the UK to encourage people to try cruising, whereby people who have never cruised with Fred. Olsen before will be able to try a Fred. Olsen cruise, and if they do not enjoy it, Fred. Olsen will fly them home and refund their cruise fare.

So, whether you want to cruise the Norwegian fjords, Baltic, Canaries, Far East or the 'Highlands and Islands' of the UK, or just fancy a quick mini-break, Fred. Olsen has just the holiday for you!

Fred. Olsen was delighted to be named one of the Top 3 UK cruise lines and awarded a prestigious 'Recommended Provider' accolade, in *Which?*'s first-ever dedicated cruise survey in 2014. Experts at influential consumer website Cruise Critic have also voted Fred. Olsen 'Best Value for Money' in its 'Cruise Critic UK Editors' Picks Awards 2014', for the third consecutive year.

*See the website www.fredolsencruises.com for full Terms and Conditions.

**Fred's Enjoyment Promise' is valid on all sailings of five nights or more and for bookings made 12 weeks prior to departure.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 242 (Monday to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 4pm), or visit an ABTA travel agent.

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